

October 16, 2007 CPC



STAFF'S  
REQUEST ANALYSIS  
AND  
RECOMMENDATION

08SN0131

Chesterfield County  
Board of Supervisors

Matoaca Magisterial District  
Northeast line of Woodpecker Road

REQUEST: Conditional Use to permit a computer-controlled, variable message, electronic sign.

PROPOSED LAND USE:

A computer-controlled, variable message, electronic sign, incorporated into a freestanding identification sign for Matoaca High School is planned.

RECOMMENDATION

Recommend approval for the following reason:

While the proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy relative to its location within an agricultural district where area properties are designated on the Plan for residential uses, as conditioned, the proposed, as conditioned, sign would have no greater impact on the surrounding community than a sign which incorporates permitted changeable copy.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS.)

CONDITION

In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of two (2) lines which shall not move, but may fade;
- b. The message or display shall be programmed or sequenced to change no more than once every twenty-four (24) hours;
- c. The copy display color shall either be white or yellow;
- d. Flashing and traveling messages shall be prohibited; and
- e. Bijou lighting and animations effects shall be prohibited. (P)

### GENERAL INFORMATION

#### Location:

Northeast line of Woodpecker Road, southeast of John Winston Jones Parkway. Tax ID 783-626-4767.

#### Existing Zoning:

A

#### Size:

137.2 acres

#### Existing Land Use:

Public/semi-public - school

#### Adjacent Zoning and Land Use:

North – R-88; Single family residential

South, East and West- A; Single family residential or vacant

### UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

This request will have no impact on these facilities.

### LAND USE

#### Comprehensive Plan:

Lies within the boundaries of the Southern and Western Area Plan which suggests the property is appropriate for 1-5 acre lots; suited to R-88 zoning.

### Area Development Trends:

Properties to the north and east are developed as the Swift Creek Estates and Elko Farms subdivisions. Properties to the east, west and south are zoned Agricultural (A) and are developed for single family homes on large parcels or remain vacant. It is anticipated that future area development will be for residential uses consistent with the densities recommended by the Plan.

### Signs:

The proposed sign and computer-controlled, variable message, electronic sign would comply with the requirements of the Zoning Ordinance relative to sign size and height which currently permit a freestanding sign 62.5 square feet in area (including changeable copy) at a height of fifteen (15) feet. This proposal would comply with the adopted electronic message center policy relative to copy display color, lines of copy, spacing between signs and lack of flashing and traveling messages, bijou lighting and animation (Condition). The proposal would not comply with the Policy relative to its location within an agricultural district where area properties are designated on the Plan for residential uses. A condition is recommended affecting the timing of message changes, as discussed herein. With this limitation, the sign functions much like a permitted manual changeable copy sign.

### Timing of Message Changes:

The Policy permits the timing of message changes for electronic message signs at a minimum of ten (10) second intervals. The Condition would permit the message to change no more than once during any twenty-four (24) hour period. This limitation results in the electronic message sign having no greater impact on area properties than a changeable copy message board which is permitted under the current zoning.

### CONCLUSION

While the proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy relative to its location within a residential district, as conditioned, the proposed sign would have no greater impact on the surrounding community than a sign which incorporates permitted changeable copy.

Given these considerations, approval of this request is recommended.

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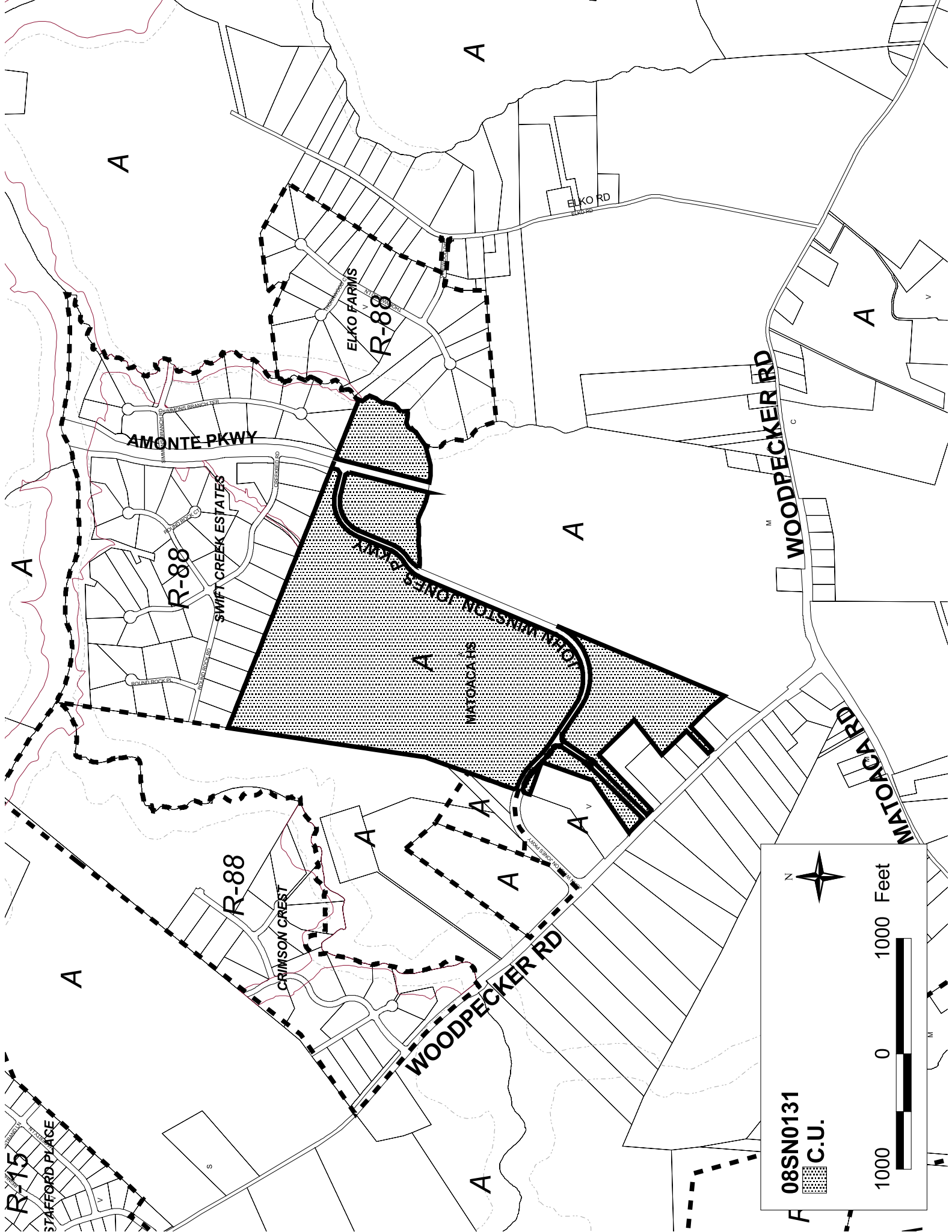
## CASE HISTORY

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Staff (9/25/07):

If the Planning Commission acts on this request on October 16, 2007, the case will be considered by the Board of Supervisors on October 24, 2007.

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C.U.



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